

THE ALLIANCE HERALD

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Young America's favorite colors are: Red, white, blue—and khaki.

It is a great honor these days to have a usefully productive occupation.

That new war tax makes the ordinary bank balance get "red" in the face.

Seems like since America got into war with Germany the rest of the countries want to get into good company. The cabinet of China is urging that nation to declare war on Germany.

The weather man should help the newspaper man in his effort toward a bigger crop production. The enthusiasm is fine so far but more of the gardeners as well as the farmers want to see the orb of day oftener than has been the case in the recent past.

Down at the state university, and in other schools and colleges, the authorities are allowing full yearly credit to those students who either enlist or go to work on a farm. Most any senior would trade a couple of months on the farm for the privilege of getting out of those closing exams.

EARL GADDIS IS A BUSY BOY

Earl B. Gaddis, recently appointed private secretary to Senator Hitchcock at Washington, is having a busy time these days. Gad, as he is popularly known, was the political correspondent for the Omaha World-Herald at Lincoln during the recent legislative session and during past sessions. He has a wide acquaintance over the state and to him was due a great deal of the credit for Senator Hitchcock's victory at the polls last November.

Gad has been making some big acquaintances since going to Washington the last of April. He has met Joffre, Viviani, Balfour and Jeanette Rankin, as well as Joe Cannon, Secretary McAdoo, and other celebrities. We predict that his experiences at Washington will round out the finishing touches to a political education that will some day place Gad among the top notchers in the political world—where he belongs.

OTTMAR MERGENTHALER

The sixty-third anniversary of the birth of Ottmar Mergenthaler was observed Friday by members of the printing fraternity in Chicago. Special exercises were held in the Shepard public school in Chicago, where a portrait of Mergenthaler was unveiled.

Not only printers, but all men identified with the newspaper profession, might pause in their work to honor the memory of Mergenthaler. The name "Mergenthaler" to the layman does not produce a thrill as does the mere mention of Fulton, Marconi, or Edison.

Mergenthaler was a genius, and yet it has remained for the newspaper men of the country, and more especially the printers, to fully appreciate the work of this man. Future generations will give to Mergenthaler the place he is entitled to among the inventive geniuses of the nation. Mergenthaler revolutionized printing by his linotype, which was the first machine to cast a complete line of type. The invention of Mergenthaler, when perfected, brought about a complete reorganization in the composing room, as one operator on a linotype could set as much type as four men. The new machine sounded the knell of composition by hand, at least as far as body matter was concerned, and it saved time and money.

Although the linotype was not patented until about 1885, since that time thousands of machines have been installed in printing plants throughout the country. It is estimated that about 24,000 machines are now in use in the United States and Canada.

While perhaps the great majority of printers did not know that last Friday was the anniversary day of the birth of this great man, it is well to bear the date in mind, and in the future the profession will come unto a better understanding of the value and significance of Mergenthaler's genius and of his service to men.

DESECRATING THE FLAG

The shallow patriotism such as is sometimes manifested by the over-zealous man or woman who wears a reproduction of the flag in any other form than a flag itself is deserving of censure and a better understanding of the rules of common sense. An object lesson might well be made of some people who insist on advertising their patriotism by displaying the national colors contrary to custom.

The street fop, who adorns himself with paper stickers bearing the national colors, the woman who wears a flag on her stocking, and the owner of the automobile who has placed the flag upon the wheels of his machine, should all be presented with a slug of advice in the form of a lecture on the common rules that pertain to the display of the national colors.

The fop who decks himself out in the national colors is doing it to attract attention to his own particular self. But very little, if any, patriotism enters into the display. The wearing of the flag as an emblem is a pretty custom and one to be encouraged, but the use of it to the extreme should be condemned. The woman who wears a flag on her stocking may be patriotic, but she evidences her patriotism in a most peculiar place. It looks to the onlooker like she was emphasizing her anatomy more than anything else. It is perfectly proper to fly the flag from an automobile, but it is not right to wrap it around the wheels of the car and drag it through the mud and dirt.

There is so much of the superficial and unreal about some Americans that their weakness would never be discovered but at a time when everyone displays the flag. It is then that the unthinking would demonstrate their patriotism by adorning every article of wearing apparel with the national colors and parading forth at large, advertising their ignorance and inviting criticism from the man who unfurls the flag from the staff and regards his act as the highest manifestation of his patriotism.

Patriotism is not entirely external and a realization of this fact will eliminate some of the horse-play pertaining to the display of the colors.

GOOD COOKS AND ADVERTISING

Who are the three best cooks in your neighborhood? Now don't stop to figure it out but just see if you can name the m without any special effort.

In nearly every neighborhood there are two or three or more women whose especially good cooking is the common talk of the neighborhood. Everybody knows about it.

Some women are especially good at one kind of cooking and some are especially good at another. Some women can fry chicken so it will melt in your mouth, but can't make good bread. Some other women can take the prize year after year at the county fair on their bread but never win anything in the jelly contest.

The main point which I want to emphasize is that everybody in the neighborhood knows about it. An especially good cook simply cannot live in a neighborhood very long without having everybody know she is a good cook. In other words, she builds up a reputation as a good cook either of some special thing or in all lines. And did you ever see a good cook who wasn't proud of it? She might not acknowledge that she was proud of it, but you and I know that she is because if she is a good bread baker she simply wouldn't serve a baking of bread that wasn't good. She would rather throw it out. If she is a jelly maker she would boil the stuff over until it is right.

If she wasn't proud of it, she would just as soon serve a poor batch of bread or a messy lot of jelly as any other kind. But she wouldn't risk her reputation as a good cook by serving anything that isn't up to her standard if she can possibly help it and if she does she will apologize for it, acknowledge that it isn't good and explain how it happened and how badly she feels because that is the only bread she has in the house.

Did you ever stop to think that making bread or jelly isn't very much different from making anything else? When a manufacturer makes anything better than other people make it he wants to have that fact known. He advertises it in such papers as this paper so that in a little while he gets a reputation for making that particular thing better than other people make it. Don't you suppose he is just as proud of his reputation for making his specialty better than other people make it as a good cook is proud of making her specialty better than other women make it?

Of course he is and he will show his pride in just the same way. Hewouldn't deliver to a customer anything that isn't up to his standard, or if he does deliver it he will apologize for it, tell how it happened and make a special price on it. He ordinarily won't let it out at all with his name or brand on it because he is proud of his reputation and selling anything that wasn't up to his standard would hurt his reputation. That is one of the reasons why advertised products are usually better than products that are not advertised. The man who doesn't advertise and hasn't built up a reputation hasn't any reputation to lose if he does deliver poor merchandise to his customers.

"THE LIBERTY LOAN OF 1917"

The United States, at the present time, is engaged in floating \$5,000,000,000 in bonds at 3½ per cent. The transaction has been given the name of "The Liberty Loan of 1917," and the proceeds are to be devoted, as the secretary of the treasury puts it, to carrying on the struggle "for the vindication and supremacy of democracy." From the moment when the subscription books were opened to the present writing, a flood of mail, has poured in upon the government. The subscriptions are already mounting rapidly toward \$500,000,000.

Great as this sum is, however, it is but one-tenth of the amount required. Hitherto the subscribers have been banks, trust companies, trustees, financial institutions generally, and the larger capitalists. Many thousands of people, of course, share directly and indirectly in the purchases already made, and many thousands more will purchase bonds from their bankers later on; but, to quote Secretary McAdoo again: "Every man and woman in the country must get behind the loan, must give financial aid and active support," says the Christian Science Monitor, if the result desired is to be achieved. The bonds can unquestionably be sold in large lots. The financial agencies and investors who will have taken, within a few hours, one-tenth of the loan have the means at their disposal to take the other nine-tenths; but something more than this is desired by the government. Active, substantial, enthusiastic participation in the loan by the great mass of the people, the lesser manufacturers, merchants, capitalists the small savers, the salary and wage earners, is necessary in order to prove that the nation as a whole is in sympathy with the task which the representatives at Washington have undertaken. "The glory of its success," says Mr. McAdoo, "will depend upon the extent to which the people shall contribute to the loan." No class must be relied upon to furnish the patriotism and the means, he adds, "to make liberty the common possession of all the world."

Recognizing fully the advisability and the necessity of interesting as large a proportion of the population as possible in the great transaction, a transaction in which all the people have a vital interest, arrangements are to be made to meet the requirements of those of small means, and to enlist the interest of those who cannot themselves subscribe. The plans have not yet been formulated, but it seems to be the purpose of the treasury department to enable those who cannot buy a bond outright to do so on the installment plan.

The small saver can, of course, be of immense assistance in the matter of influencing savings banks to invest in the Liberty Loan and in giving moral support to those savings banks that have already applied for allotments and wish to apply for more. There is no question, it should be repeated, as to the success of the loan. That is a foregone conclusion. What remains to be established, so that all the world may be impressed, is that the common people of the United States are ready upon call, and practically as a unit, to prove their loyalty to democracy by their works.

WESTERN NEBRASKA TO MOBILIZE HER RESOURCES

Of lateyears Western Nebraska has become known as the home of the "humble spud." For many years the farmers of this section of the state raised potatoes year after year, sometimes getting as high as fifty cents per bushel but more often twenty to forty cents. But this has changed and so is the attitude of the country towards our potato crop. Colonel Evans, who has a farm near Marsland, last week sold three hundred bushels for \$500 cash. Others could get as much or more if they had the spuds—but most of them haven't and the seed proposition is getting serious.

And now another of food is going to make the potato sit up and take notice—the "lowly bean." For years it was thought only fit to be used as food for soldiers and those of us who took occasion to notice that the bean contained more food units than most other products of the soil. But with the price at twenty cents or more per pound we are all proud to "have a bean" on the table.

Next week in Omaha is to be held the big mass meeting, called by Governor Neville, as president of the State Conservation and Welfare Commission, for the purpose of discussing the conservation and increase of foods and to promulgate a practical policy to be put into effect. Committees have been appointed to care for the different kinds of products and branches to be represented. As will be noted elsewhere in the Herald this week, Representative Lloyd C. Thomas of this paper, has been appointed chairman of the committee on Potatoes and Beans. He has been successful in enlisting the services of such men as Keith Pierce of Hemingford, Herman Peters of Hay Springs, Arab L. Hungerford of Crawford, J. B. Bentley of Sidney, H. T. Brown of Scottsbluff and C. M. Cornell of Valentine, to assist in the gathering and preparing of statistics and making recommendations concerning these crops and the other needs of Western Nebraska.

These men have an opportunity to show those who come to Omaha what Nebraska can do and is preparing to do this year in the campaign to provide the world with foodstuffs.

QUITE SOME CHANGE (Omaha Trade Exhibit)

About five years ago when the editor of this magazine first began to interview department heads in Omaha houses for market reports on such items as canned goods it was noticeable that such items as pinks and chums in canned salmon were considered inferior property from the wholesalers' and retailers' standpoint. Then they were mentioned only incidentally, and it was explained that the latter, especially, was mainly sold in the south. Now the market is rapidly developing for pinks and chums and they are good property any place. High prices are wiping out a lot of notions and prejudices the people had when they could afford them.

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